



<b>Orders</b>	<b>Order / Rev:</b>	<b>107632</b>
	Alt Order #:	06862161
	Product Desc:	NRSC/HELLER
	Estimate:	
	Flight Dates:	10/10/12 - 10/20/12
	Original Date / Rev:	10/18/12 / 10/18/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Strategic Media Services, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>NRSC/ Heller for Senate</b>
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	49	\$37,050.00	\$31,492.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$37,050.00	\$31,492.50	0.00
<b>Totals</b>	<b>49</b>	<b>\$37,050.00</b>	<b>\$31,492.50</b>	<b>0.00</b>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$37,050.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	GM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 10/08/12</div> <div>10/14/12</div> <div>---TF--</div> <div>2</div> <div>\$450.00</div> <div>0.00</div> </div>															

Order / Rev: 107632  
 Alt Order #: 06862161  
 Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate  
 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$600.00		0.00						
4	KSNV	10/11/12	10/12/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$600.00		0.00						
5	KSNV	10/12/12	10/12/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$275.00		0.00						
6	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$275.00		0.00						
7	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
8	KSNV	10/11/12	10/11/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
9	KSNV	10/11/12	10/11/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
10	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$225.00		0.00						
12	KSNV	10/11/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$300.00		0.00						
13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$450.00		0.00						
14	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00

Order / Rev: 107632  
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 Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate  
 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					2	\$450.00		0.00			
15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$450.00		0.00			
16	KSNV	10/12/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
17	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MT-----					2	\$900.00		0.00			
18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
19	KSNV	10/11/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$750.00		0.00			
20	KSNV	10/10/12	10/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----					1	\$750.00		0.00			
21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
23	KSNV	10/10/12	10/10/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----					1	\$450.00		0.00			
24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$775.00		0.00			
25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$775.00		0.00			
26	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$2,400.00		0.00			
27	KSNV	10/15/12	10/15/12		CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00

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 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 8-10p Monday Prime 8-10pm VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$2,400.00 0.00															
28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----SS 2 \$750.00 0.00															
29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$225.00 0.00															
30	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$325.00 0.00															
31	KSNV	10/13/12	10/13/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$300.00 0.00															
32	KSNV	10/13/12	10/13/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$450.00 0.00															
33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
WH/JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$375.00 0.00															
34	KSNV	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$750.00 0.00															
35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$225.00 0.00															
37	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
MTP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$1,900.00 0.00															
38	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$250.00 0.00															
39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
CM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$375.00 0.00															
40	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
NFL				NFL Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S		1			\$8,000.00			0.00			
41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORT NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S		1			\$200.00			0.00			
42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----		1			\$725.00			0.00			
E 43	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				WKND Jeop/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-		1			\$525.00			0.00			
													Totals	49	\$37,050.00